



Campaign Report: Farm Bill CTA

July 9 - September 30, 2018



**AGRICULTURE
IS AMERICA**

Overview

Background

The 2018 House version of the Farm Bill placed the management of SNAP-Education into Land-grant Universities, and created an opportunity of approximately \$3B over the 5-year lifespan of the Farm Bill. Given the magnitude of this opportunity, the CMC directed kglobal to pivot the resources of the AgIsAmerica project to drive support of the House's version of the Farm Bill through a targeted education campaign.

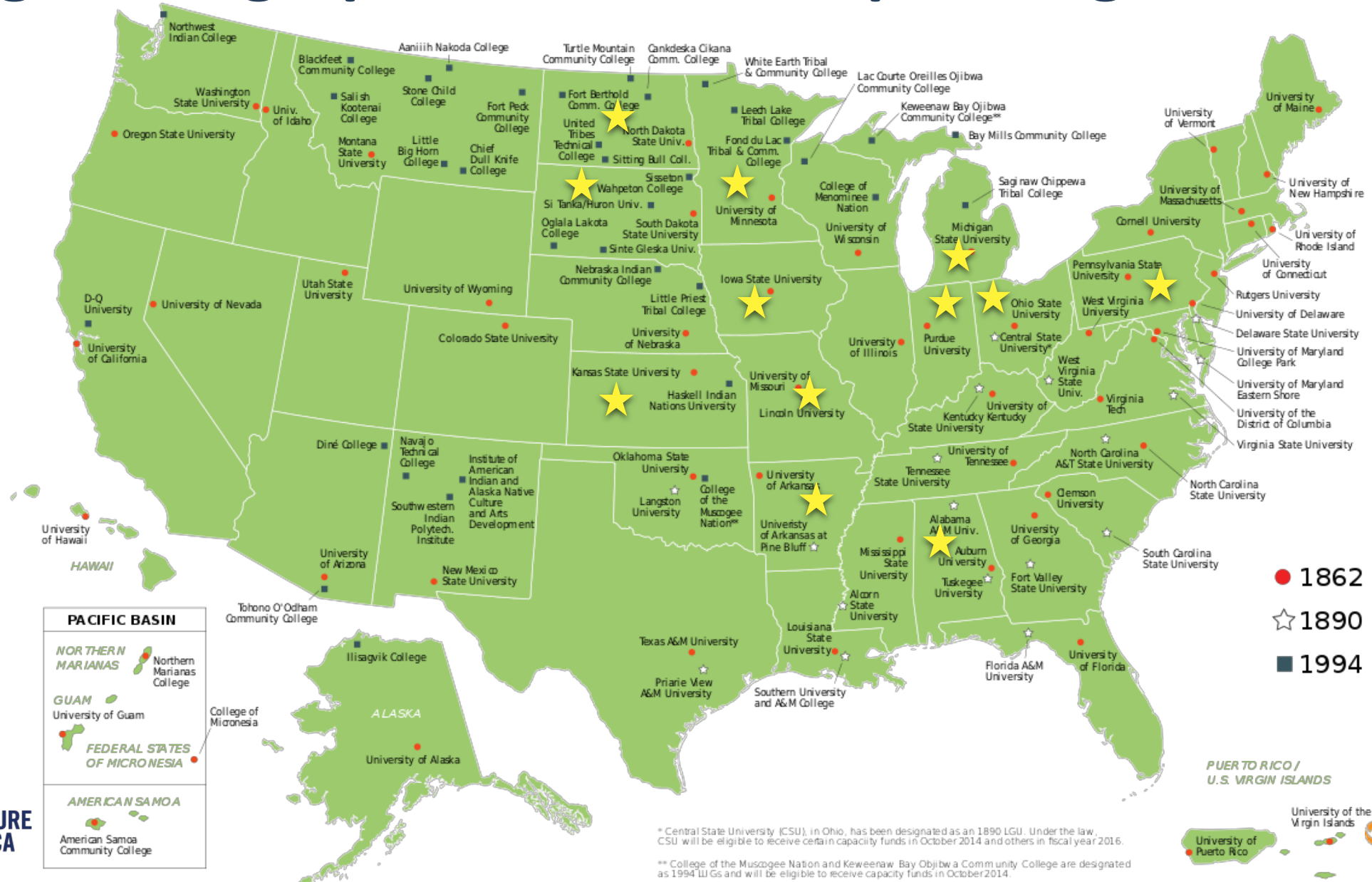
Strategy

kglobal coordinated with Cornerstone, House Agriculture Committee Chairman Conaway's Communications office, and ECOP to identify the most compelling system-wide and key state impacts to create educational materials to be disseminated and promoted in target states over the course of the campaign.

Target Geographies + Corresponding Institutions

- AL (Senator Shelby): Auburn University and Alabama A&M University
- AR (Senator Boozman): University of Arkansas
- IA (Senators Grassley & Ernst): Iowa State
- IN (Senator Donnelly): Purdue
- KS (Senator Roberts): Kansas State
- MI (Senator Stabenow): Michigan State
- MN (Senators Klobuchar & Smith): University of Minnesota
- ND (Senators Hoeven & Heitkamp): North Dakota State
- OH (Senator Brown): Ohio State
- PA (Senator Casey): Penn State
- SD (Senator Thune): South Dakota State

Target Geographies and Corresponding Institutions



* Central State University (CSU), in Ohio, has been designated as an 1890 LGU. Under the law, CSU will be eligible to receive certain capacity funds in October 2014 and others in fiscal year 2016.

** College of the Muscogee Nation and Keweenaw Bay Ojibwa Community College are designated as 1994 LGUs and will be eligible to receive capacity funds in October 2014.

Tactics



Media Relations



National

Focus on systemic impact and success of ECOP and highlight particularly successful programs and numbers from target states

Interview or op-ed in DC publication

Interview or op-ed in national publication



Local

Focus on state level impacts and successes of ECOP in key target states

Op-ed or LTE in collaboration with local third-party validator

Target daily news publications- 1 per target state



Social + Digital



Owned Media:

AgIsAmerica's Online and Social Platforms (website, Twitter, Facebook)

Draft original articles utilizing existing ECOP content

Create engaging infographics to communicate ECOP success stories

Share positive earned media coverage

Coordinate with national ECOP social channels and those of institutions in target states to amplify materials out to the widest audience possible



Paid Social Media:

Paid social ads utilizing infographics and creative content to garner larger reach of target audiences

Promotion of earned media coverage and/or successful organic social posts to reach a wider audience



Digital Ads:

Focus on alumni, third-party validators, other interested parties in target states

Create and implement targeted search ads to drive people who are searching for the information to the AgIsAmerica site for more information

Key Target State Media Results:

Institutions who chose to participate in our media relations activities included:

- AL (Senator Shelby): Auburn University and Alabama A&M University
- AR (Senator Boozman): University of Arkansas
- KS (Senator Roberts): Kansas State
- OH (Senator Brown): Ohio State
- PA (Senator Casey): Penn State

Institutions who were not able to participate in our media relations activities:

- IA (Senators Grassley & Ernst): Iowa State
- IN (Senator Donnelly): Purdue
- MI (Senator Stabenow): Michigan State
- MN (Senators Klobuchar & Smith): University of Minnesota
- ND (Senators Hoeven & Heitkamp): North Dakota State
- SD (Senator Thune): South Dakota State

National Media Relations Results

- We successfully placed two national Op-Eds
 - Chuck Hibberd op-ed
 - Pitched to: *The Hill*, *Chicago Tribune*, *Chicago Sun-Times*
 - Placed in: *The Washington Times*
[A bang for the taxpayers' buck](#)
 - Rick Klemme and Fred Schlutt op-ed
 - Pitched to: *Washington Post*, *Bloomberg*, *The Hill*, *Washington Examiner*, *Gov Exec (Atlantic Media)*, *Federal News Radio*, *NPR*
 - Placed in: *Agri-Pulse*

[Opinion: Farm Bill Must Focus on SNAP and SNAP-Ed for Millions of American Families](#)

*The
Washington
Times*

A bang for the taxpayers' buck



This Oct. 15, 2013, photo, shows a view of the U.S. Capitol building at dusk in Washington. (AP Photo/ Evan Vucci) more >

By Chuck Hibberd -- Tuesday, September 25, 2018

ANALYSIS/OPINION:

To many Americans, Congress is synonymous with partisan bickering, gridlock and an overall lack of results. However, when the House and Senate return from their August recess, they have a chance to make a big impact. The 2018 farm bill includes a change that could improve the lives of millions of vulnerable Americans through the SNAP and SNAP-Ed programs.

While many people are familiar with SNAP's food assistance program, the educational component, SNAP-Ed, is just as important to the health and vitality of families across the country. The primary goal of SNAP-Ed is to improve the likelihood that SNAP-

 AgriPulse

Opinion: Farm Bill Must Focus on SNAP and SNAP-Ed for Millions of American Families

Rick Klemme and Fred Schlutt
September 5, 2018

As the House and Senate return from August recess, one of their most critical tasks is passing the Farm Bill before the end of September. While it's easy to focus on important commodity-related headlines about trade, Americans wait to see if Congress will fund programs that will keep food on the table and help them lead healthier lives.

Debate on Capitol Hill currently centers on proposed work requirements for those who qualify for the Supplemental Nutrition Assistance Program (SNAP), but the Farm Bill's provisions for SNAP are far more expansive, assistance to millions of families across the United States who otherwise could not afford healthy foods. A USDA report for 2016 found that more than 44 million people participate in the SNAP program, with 44% of that majority of households at or below the poverty line.

Much of SNAP's success can be found in its evidence-based nutrition education program, SNAP-Ed, which teaches practical applications beyond the traditional food benefits, such as how to be physically active or how Ed partners with local community organizations to provide targeted outreach to in-need communities. In fact, 65 percent of participants in SNAP-Ed are children 5 to 17 years old, which reaches one of SNAP's largest populations. Cooperative Extension, a nation-wide educational and outreach network that translates research from land-grant universities into community-customized solutions in agriculture, community and youth development, and SNAP-Ed programs across the United States. In 2016 alone, 22 million Americans received SNAP-Ed benefits through Cooperative Extension programs.

3 Target State Op-Eds

1. Ohio: [Opinion: SNAP-Ed program means healthier lives](#) – *Cincinnati Enquirer*
2. Arkansas: [Lesser known SNAP-Ed is a vital part of Farm Bill](#) – *Talk Business & Politics*
3. Pennsylvania: [Agency primed to implement nutrition education](#) – *Scranton Times Tribune*

THE
ENQUIRER
Cincinnati.com

SCRANTON
Times

B&P

Digital Results

The plan begins with strong content creation:

- Created 12 original articles
- Created 1 infographic, 15 social media graphics, and 1 video to support social copy
- Created customized copy for each state for social media advertisements on Facebook and Twitter
- Created draft social copy for LGU institutions to use on owned channels

SNAP-ED WORKS

with

COOPERATIVE EXTENSION

Cooperative Extension has the expertise, infrastructure, and experience to successfully implement *SNAP-Ed* (Supplemental Nutrition Assistance Program Education) nationwide.

HEALTHY CHOICES, HEALTHY COMMUNITIES

SNAP-Ed partners with community organizations to implement evidence-based nutrition education programs that make the healthy choice the easy choice where low-income people shop, learn, live, and eat.



Introduces

fruits and
through
school



Connects

low-income families
with healthy resources
in their neighborhoods
and communities.



Teaches

low-income families
how to prepare
healthy foods.

Social Media Graphics



 **2.5**

MILLION AMERICANS

received SNAP-Ed benefits through Cooperative Extension programs at land-grant universities in 2015 alone.



 **65%**

OF SNAP-ELIGIBLE PARTICIPANTS
reached through direct education are

CHILDREN 5 TO 17 YEARS OLD.



Results Overview

Campaign Metrics	Results	Industry Standard (Higher Education)
Website Article visits	60,506	
Time on Site	1:01	2:31
Impressions* <i>*People who saw a campaign social media post or ad</i>	1,085,349	
Click-Through-Rate (CTR)* <i>*Percent of people who saw a campaign social media post or ad and clicked link to an article</i>	5.57%	2-8% 4-5% or higher qualifies as high performing
Social Media Engagements (Like, Shares, or Comments)	9,258	Top performing institutions average 3,500-12,500
Video Views	38,446	

Campaign Results

Conclusion

Of the 4 CTAs conducted this year, the Farm Bill campaign was the most successful in terms of driving people to AgisAmerica content. While the results all are in line or exceed similar campaigns in higher education, the high Click-Through-Rate (CTR) is especially impressive given the length of the campaign since campaigns typically see their engagement trail off after 30 days.

This can be attributed to our integrated social media and earned media strategy working together. The AgisAmerica social media posts sparked the initial interest in the campaign, and each of the placed op-eds gave a new angle on the topic as the campaign progressed. These media placements not only reached the outlet's audiences, but were then shared on AgisAmerica's social channels where they could reach even more of our target audience.

Ag Is America
Published by Jean Raleigh [?] · August 7 at 9:35 AM · Like Page

Land-grant universities help bring SNAP-Ed benefits to millions of Americans. Click here to learn how your schools are making a difference.
<http://bit.ly/coopextsnaped>

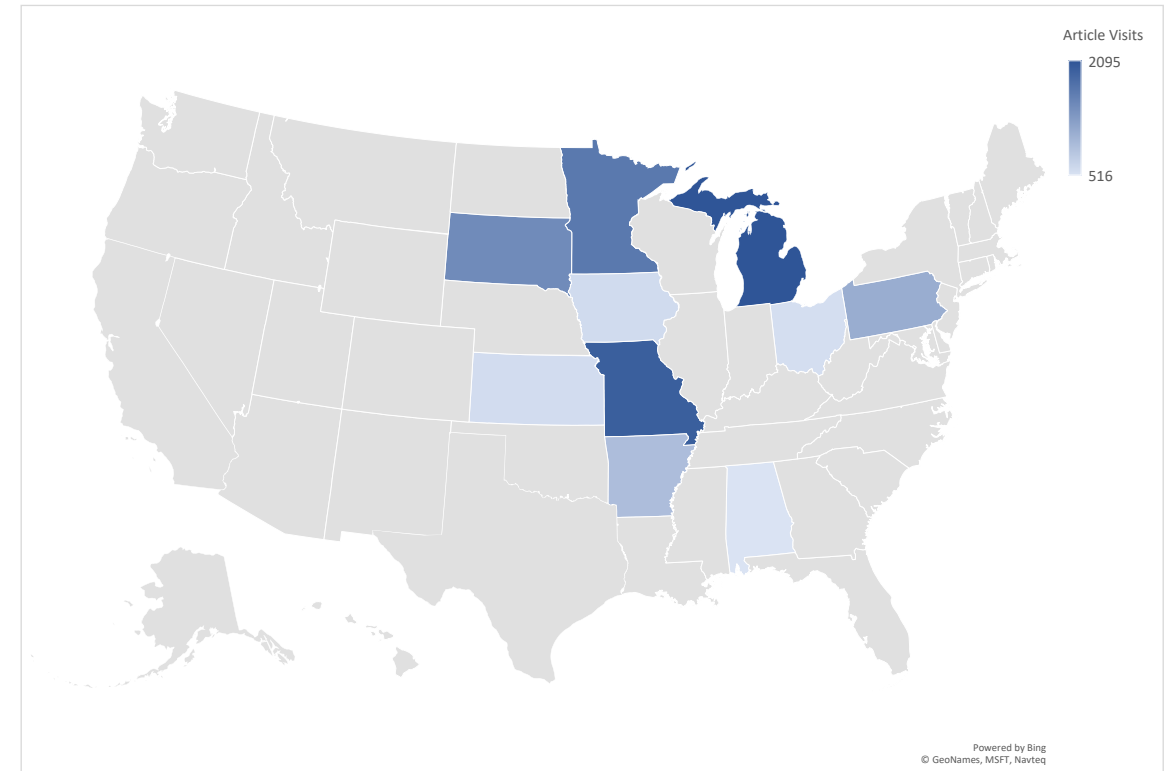
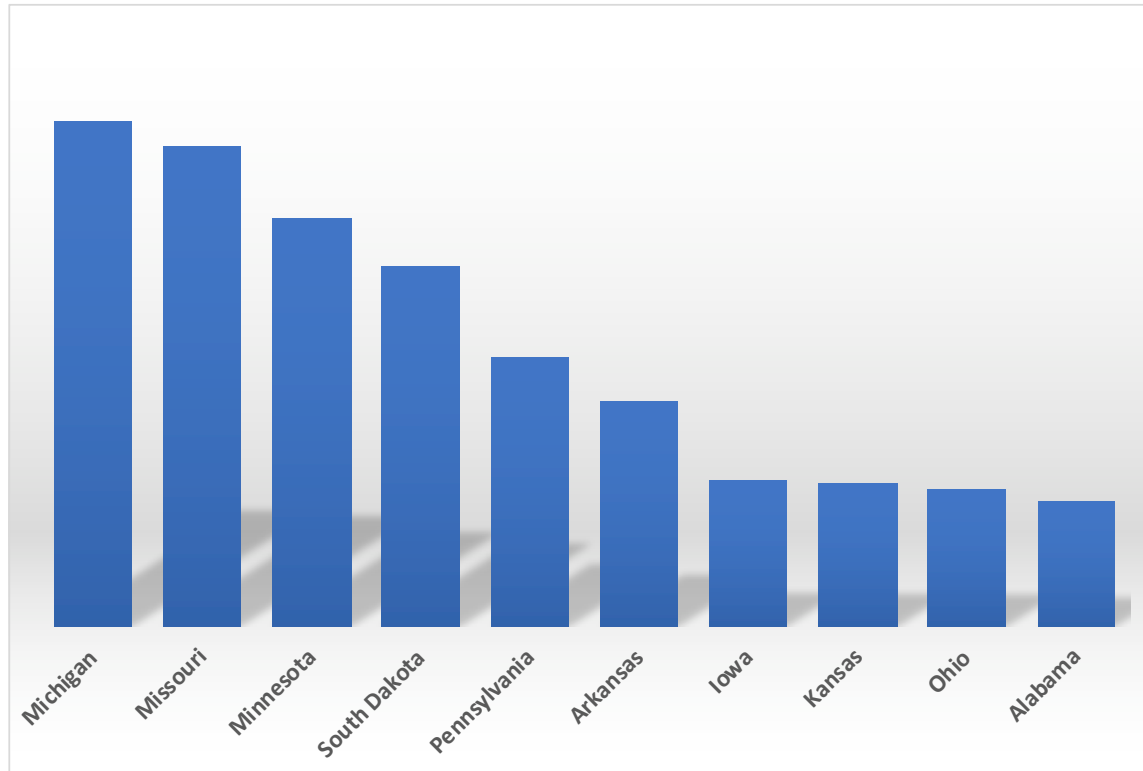
2.5 MILLION AMERICANS
received SNAP-Ed benefits through Cooperative Extension programs at land-grant universities in 2015 alone.

Ag Is America
Community · Learn More

466 likes · 5 Comments · 59 Shares

Like Comment Share

Top Article Visits by State



Top Performing Social Media Posts

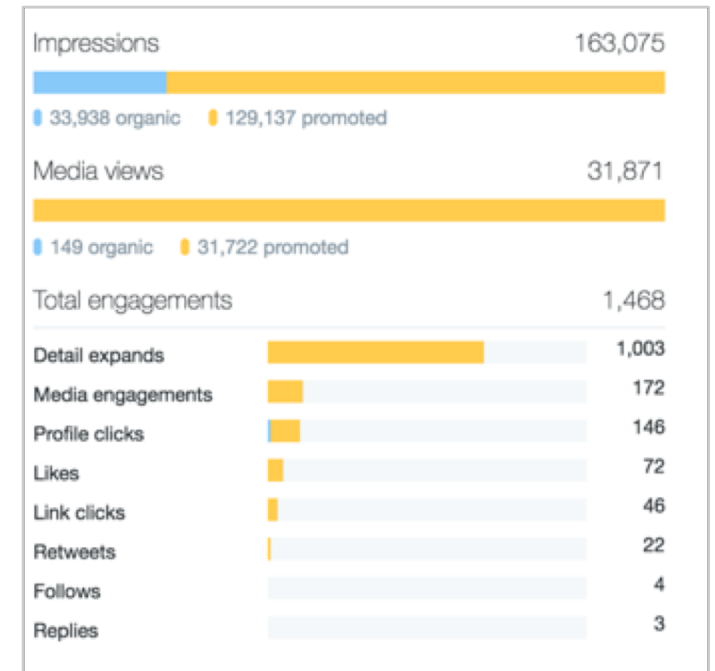
Ag is America
@agisamerica

How can Cooperative Extension programs provide SNAP-Ed to 2.5 million Americans in one year? Click here to see how the land-grant university system implements this important program: bit.ly/coopextsnaped

Over 3,000 STAFF MEMBERS and 23,000 VOLUNTEERS help SNAP-eligible participants get the assistance they need.

0:12 32K views

7:57 AM - 16 Aug 2018



- The 20-second infographic video was key for Twitter
 - The above was the top performing tweet for the campaign. It featured the customized 20-second infographic video and was shared 22 times.
- Facebook audiences preferred the op-eds
 - Speaks to the amount of time spent on these platforms. Twitter is more for a quick hit of news and Facebook allows for more information.

Social Media Testimonials



Dan Roller We will never know the total impact of a healthy diet on the children in this program or its impact on the farm community, but we do know the impact of losing this type of program.

Like · Reply · 5w



Cindy Fitch SNAP is a critical safety net. SNAP-Education as delivered by Extension Services in LGUs helps SNAP recipients make the best use of their benefits to provide food-safe, nourishing meals for their families

Like · Reply · 20h



John H Caviness Has been the backbone for a lot of students

Like · Reply · 1d



Martin Ross When I covered federal ag policy, my guys understood the importance of SNAP and other nutrition/working poor assistance programs. Beyond maintaining those strong, direct links between food production and food security, SNAP etc. sustain urban congressional support for policies that otherwise appear to impact 2 percent of the populace. We know differently — conservation programs are highly effective water quality protections, ag trade has been a consistent high spot in our export portfolio, and ag engineering and research have applications well beyond the fields.

As it is, the public at large cares little about those things, and continues to see even legitimate, risk-based safety net protections as business subsidies. When farmers stand silently by for lawmakers and the WH savaging child nutrition and working poor assistance to meet rent and eat, they place themselves in a highly vulnerable position for future policy.

Like · Reply · 12w



Digital Ads



Our digital strategy utilized optimized search ads in our target geographies. Focused down to the zip code we could reach the right people.



The digital ads were continuously optimized allowing real-time adjustments. The optimization resulted in the click-through-rate steadily improving throughout the campaign: **6.98% in the first half of the campaign to 7.86% in the second half.**

Digital Ads

Top Cities in terms of clicks generated were consistent through the campaign:

- Columbus, OH
 - Saint Paul, MN
 - Des Moines, IA
 - Little Rock, AR
-
- Friday was the top day people searched “Farm Bill”, and Friday was similarly the top day in terms of clicks to our website articles.
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- Peak time of day for people searching was in the late morning - early afternoon (11AM - 3PM), and click activity followed this trend.



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